Second Annual No Magic World Conference Showcases Technology Industry Leaders and Affirms "The Truth is in the Model

Industry Experts Present Cutting-Edge Modeling, Simulation and Analysis Technology To Solve New Business Problems

Plano, TX – August 10, 2011: No Magic, Inc., the leading global provider of integrated modeling, simulation & analysis solutions and services, today announced it will hold its Second Annual World Conference September 25-28th at the American Airlines Conference Center, adjacent to DFW International Airport.

The conference will be headlined by industry leaders John Zachman, Dr. Richard Soley and Dr. Leon Kappelman and feature industry experts in more than 30 sessions.

Early registration discounts are available for a limited time. Register online: www.umlconference.com.

"This conference gives us a chance to host our customers and industry colleagues and discuss cutting edge trends in UML, SysML, Enterprise Architecture and Ontology," says Gary Duncanson, President and CEO of No Magic. "It's clear that this is a new era in our industry and the conference is a great opportunity for us to bring together the experts and C-Level leaders in one dynamic venue."

"We are at the end of the 'Age of Reason' and at the beginning of the 'Age of Modeling and Simulation,' " Duncanson adds. "For example, government reporting groups should no longer be making billion-dollar errors in cost, revenue and job creation estimates. Taxpayers demand they be accountable in this age of overdue austerity. At our World Conference, No Magic will unveil new solutions, using integrated data shared between C-Level executives, financial teams, business analysts, architects and developers. These solutions will accurately model and predict outcomes, making major mistakes a thing of the past."

As Chairman and CEO of industry standard-setting OMG, Dr. Richard Soley is responsible for the vision and direction of the world's largest consortium of its type.

"This conference is a terrific venue to learn more about modeling technology and standards from a company that's been a world leader for many years," says Dr. Soley. "My keynote this year will focus on UML in the Cloud, a relevant topic to everyone in attendance."

Dr. Leon A. Kappelman, also keynoting at the conference is a Professor of Information Systems and Director Emeritus of the Information Systems Research Center in the College of Business at the University of North Texas. He founded and chairs the Society for Information Management's Enterprise Architecture Working Group.

"The economy demands we do more with less, faster and cheaper, while simultaneously making things simpler and more agile," says Kappelman. "IT is the key to achieving this, but we've been consistently stifled by outmoded ways of thinking about and managing IT. This conference is a strategic venue to learn about the latest tools and practices for thriving in 2011 and beyond."

John Zachman, an early pioneer of enterprise architecture and creator of the Zachman Framework will be returning again this year and completes the keynote line-up.

About No Magic:

Founded in 1995, No Magic is headquartered in Plano, Texas with operations worldwide. No Magic is one of the most respected providers of standards-compliant modeling, simulation and analysis solutions in the industry. No Magic's Cameo™ Suite supports the full enterprise application lifecycle, from business requirements/planning through final testing with award-winning, OMG™ standards-compliant products that efficiently model organizational structure, business processes, applications, information and technology. MagicDraw®, the most mature standards-compliant and oldest UML tool on the market, supports multiple domain-specific models based on UML®: BPMN™, SysML™, DoDAF/UPDM, MDD, SOA, unit testing, data modeling and more. Professional services include training, consulting, custom applications and MagicDraw® product customizations. For more information, visit www.nomagic.com.

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